

Sellers GUIDE TO Sell



True Home Team at Monument Realty



MEET YOUR AGENT

Hello! I'M JASON.



As the Team Leader of the True Home Team at Monument Realty, Jason provides purpose, direction, and motivation to a team of agents and assistants who are all dedicated to making every transaction flow smoothly from start to finish. They strive to create long-term relationships based on trust, support, and the utmost in customer service.

When you're looking for a REALTOR® in the Dallas/Fort Worth area who will use his market knowledge, experience, drive, and determination to turn your real estate goals into reality, look to Jason Kaufman and the True Home Team. You'll soon know why his past clients say they'd never choose anyone else.

Let's Connect



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TRUE HOME TEAM



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A home is one of the most important investments you can make.

We helped over 200 families in 2021 reduce their stress and increase their confidence with our team guiding them every step of the way. Whether you are buying or selling, the True Home Team at Monument Realty will ensure a seamless transaction.

YOUR DEDICATED TEAM



Along with having an amazing team of supporting agents, we also have dedicated staff members working tirelessly to ensure your listing's success. Meet Patti, your Listing Coordinator, and Haley, your Director of Marketing.

THE HOME SELLING PROCESS

TAKING YOU FROM

listed TO sold



Pre-Listing Preparation

- 1 Schedule a tour of your home with your agent.
- 2 Discuss any potential repairs, upgrades, or staging to be completed before listing your home.
- 3 Establish an asking price based on the current market and comparable property listings.
- 4 Prepare your home to be photographed and put on the market.

PRICING YOUR HOME TO SELL

Our Pricing Strategy

The market value of your home is based on a combination of factors, including:

- ✓ The Current Market
- ✓ Comparable Listings
- ✓ Location
- ✓ Neighborhood
- ✓ Age of the Home
- ✓ Condition of the Home
- ✓ Improvements



Pricing strategy plays a key role in the home selling process and can mean the difference between selling right away or sitting on the market for months.

It's important to understand that the amount you want for your home may not be a realistic price for the market, and the amount of money you have spent on it does not determine the market value.



PHOTOS & SHOWINGS PREP

Get Ready to Sell - Checklist

Having your home photographed is an important first step in getting ready to sell. Photos are buyers' first impressions of your home, and they need to be able to envision it as their own. This checklist gives you recommendations to get your home photo-ready, as well as preparing it to be shown to future buyers.

THINGS YOU CAN DO AHEAD OF TIME

INSIDE

- Clear off all flat surfaces - less is more. Put away papers and misc. items.
- Depersonalize: take down family photos and put away personal items.
- Clear off the refrigerator: remove all magnets, photos, and papers.
- Replace burnt out light bulbs and dust all light fixtures.
- Deep clean the entire house.
- Touch up paint on walls, trim, & doors.

OUTSIDE

- Increase curb appeal: remove all yard clutter and plant colorful flowers.
- Trim bushes and clean up flower beds.
- Pressure wash walkways and driveway.
- Add a welcome mat to the front door.

PRO TIP

Don't be tempted to shove things inside closets! Curious buyers look in there too.

ON THE DAY OF PHOTOGRAPHY OR SHOWINGS

KITCHEN

- Clear off countertops, removing as many items as possible.
- Put away dishes, place sponges and cleaning items underneath the sink.
- Hang dish towels neatly and remove rugs, potholders, trivets, etc.

BATHROOMS

- Remove personal items from counters, showers, and tub areas.
- Move cleaning items, plungers, and trash cans out of sight.
- Close toilet lids, remove rugs, and hang towels neatly.

IN GENERAL

- House should be very clean and looking its best.
- Lawn should be freshly mowed and edged.
- Move pet dishes, toys, and kennels out of sight.
- Make beds, put away clothing, toys, and valuables.
- Turn on all lights and turn off ceiling fans.

PRO TIP

Before a showing, make sure there are not any lingering cooking aromas, pet odors, or other strong smells. This can be a deal breaker to some buyers.

TOP 5 WAYS

to Prep Your Home to Sell Fast

1 START WITH THE RIGHT PRICE

Homes that are priced strategically from the beginning are much more likely to sell faster than those that are priced too high for the market. Comparing similar homes in your area that have sold and that are currently for sale will help determine a fair market price to list your home.

2 DEPERSONALIZE & MINIMALIZE

To make your home feel more spacious, try to minimize as much of your belongings as possible. No clutter around the house lets buyers see your house and not your things. They need to be able to picture your home as their own, so put away the family photographs. Evaluate what you can potentially live without for the next several months and start packing. It all needs to be packed anyway, so you might as well get a head start!

3 CLEAN, CLEAN & THEN CLEAN SOME MORE

Everyone loves a clean home, so clean yours like you've never cleaned before! Show your home at its best with a spotless kitchen, super clean bathrooms, and shiny floors. You don't have to live like a clean freak forever, but buyers are sure to appreciate your efforts!

4 MAKE HOME MAINTENANCE A PRIORITY

Preparing to sell often requires putting some money and work into your home. When buyers see repairs that need to be done, they start looking for what else could be wrong with the house. This could cost you thousands off your asking price or even risk losing the sale. Being proactive and completing home repairs before listing will help selling go smoother and quicker. You can even have a pre-listing inspection done if you want to avoid the possibility of surprises later on.

5 BE READY & WILLING TO SHOW

Showing your home is an important part of the selling process, and being accommodating to showing requests will increase the likelihood of finding a buyer. Keep your home as "show ready" as possible at all times so that you can quickly tidy up on short notice and leave your home (taking your pets with you) before the potential buyers arrive.

LISTING YOUR HOME

Putting Your Home on the Market



MLS Listing

Your home will be put on the MLS where it can be seen by other real estate agents who are searching for homes for their buyers. Your listing will also be posted on websites like Zillow and Realtor.com where potential buyers will be able to find your home.



Signage

A For Sale sign will be placed out in front of your home, as well as Open House signs before an open house takes place.



Lock Box & Showings

A lock box will be put on your door once your home is on the market. It's best for sellers not to be present at the time of showings, and a lock box allows agents who schedule showings to access your home with interested buyers.



Open House

An open house will be strategically scheduled to attract attention to your home. Open houses are a great way to generate interest and get more potential buyers to see your home.



Virtual tour

We will create a virtual walkthrough to give your listing an advantage over other listings by allowing buyers to see your home in more detail online.



OUR MARKETING STRATEGY

For Maximum Exposure

When we list your home, your listing will receive maximum exposure using our extensive marketing techniques.

Email Marketing

Your home will be featured in our email newsletter as well as sent out to our active buyers list of clients who are currently looking for homes.

Network Marketing

Your listing will be shared with our extensive network of real estate agents to increase your home's visibility.

Social Media Marketing

We use a variety of social media networks like Instagram, Facebook, Pinterest, Twitter, and LinkedIn to get the word out about your listing.



OFFERS & NEGOTIATIONS

Factors to Consider

Accepting the highest price offer seems like a logical choice, but there are many factors to consider when reviewing an offer, and knowing your options lets you come up with a plan that works best for you.

CASH OFFER

Some sellers accept a lower-priced cash offer over a higher-priced loan offer because there are typically fewer issues that come up, like, for example, a loan falling through. Consider your timeline and finances to evaluate if it is worth accepting a lower offer for a faster closing and often a much simpler process.

CLOSING DATE

Some buyers may be looking to move in as soon as possible, while others may need more time in order to sell their own house. You may be able to select an offer based on a timeframe that works best for you, or you might have to be more flexible in order to close the deal.

CLOSING COSTS

Closing costs fall under the buyer's list of expenses, but buyers may ask the seller to pay for a portion, or all of this expense, as part of the sale negotiation.

CONTINGENCY CLAUSES

A contingency clause is a qualifying factor that has to be met in order for the buyer to move forward with the sale. Contingency clauses often include details of financing, inspections, and home sales. These terms can be negotiated between the parties. The contingency allows the buyer to back out of the contract without penalty if the terms are not met.

VENDOR LIST

People We Trust

It can be overwhelming trying to figure out the best companies to trust when moving in this fast-paced market. Here are a few of our highly trusted partners, but don't hesitate to ask me for our full list of vendors.

LENDERS

Cherry Creek Mortgage: Todd Nunnis Team 817.291.1350

Churchill Mortgage: Chris O'Mara Team 469.238.0327

Town Square Mortgage: The Jannasch Group 972.292.7597

TITLE

Lawyers Title: Rachel Shelton Team 972.377.2158

Capital Title: The Good Team 469.831.3518

Providence Title: Clarissa Christman Team 972.596.3335

INSURANCE

Royalty Insurance: Beth & Carlos 972.801.9188

HOME INSPECTORS

Super Inspectors: Randall, Josh, or Chuck Schmidtke 940.367.1708

Red Ladder Inspections: Greg Vanderwalt 817.637.8822

343 Inspections: Greg Bontrager 214.800.2001

HOME WARRANTY

America's Preferred Home Warranty: Christina Pierson 214.601.3833

Homeserve: Jamie Flynn 972.965.1885

UNDER CONTRACT

Steps Before Closing

Once you and the buyer have agreed on terms, a sales agreement is signed, and your home is officially under contract.

Inspection

Property inspections are done to make sure that the home is in the condition in which it appears. If the property inspector finds any issues, the buyer can decide if they want to back out of the contract or renegotiate the terms of the sale.

Possible Repair Requests

After an inspection, buyers may have repairs they would like completed before purchasing your home. Typically there is room for negotiation, but some of these items can be deal breakers. It is necessary for both parties to come to an agreement on what will be repaired, what will not, and if there will be a price deduction in order to accommodate for the repairs.

Appraisal

If the buyer is applying for a loan, the bank will request an appraisal to confirm that the home is worth the loan amount. The appraisal takes into account factors such as similar property values, the home's age, location, size, and condition to determine the current value of the property.

Final Walk through

Before a buyer signs the closing paperwork, they will come to the home for a final walk-through. This last step is to verify that no damage has been done to the property since the inspection, that any agreed-upon repairs have been completed, and that nothing from the purchase agreement has been removed from the home.

CLEARED TO CLOSE

Congratulations, You've Made it to Closing!

Closing is the final step in the selling process. On the day of closing, both parties sign documents, funds are dispersed, and property ownership is formally transferred to the buyer.

CLOSING EXPENSES FOR SELLERS CAN INCLUDE:

- Title insurance policy
- Home warranty
- Real estate agent commissions
- Recording Fees
- Property Taxes (split with the buyer)
- Remaining balance on mortgage
- Any unpaid assessments, penalties, or claims against your property

Items to Bring to Closing:

- ✓ Government Issued Photo ID
- ✓ House Keys
- ✓ Garage Openers
- ✓ Mailbox Keys